GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:5214
ANSWERED ON:27.04.2000
EXPLORE INDIA MILLENNIUM YEAR
VILAS BABURAO MUTTEMWAR

Will the Minister of TOURISM be pleased to state:

(a) whether the Government had observed the year 1999-2000 as `Explore India Millennium Year`;

(b) if so, whether the Ministry had sought involvement/participation of all the organisations/agencies connecting with Tourism;

(c) if so, whether various packages of different segments such as foreign individual tourists,families, NRIs, and youths and brochures entitled `experience thousand delights` were promoted through overseas tourists offices of Government of India;

(d) if so, whether inspite of various arrangements there was no improvement in the tourists traffic during the Indian Millennium Year; and

(e) if so, the reasons for failure to attract substantial tourists?

Answer

MINISTER OF TOURISM AND CULTURE

(SHRI ANANTH KUMAR)

(a) Yes, Sir.

(b) Yes, Sir,

(c) Yes, Sir. The following packages were brought out during the Millennium Year for promoting Explore India Millennium Year through overseas Tourist Offices and other agencies:

(i) Millennium packages 1999-2001 for NRIs and Youth by ITDC

(ii) `Experience thousands delights` by ITDC.

(iii) Super Summer Saver packages by Air India.

(iv) Heritage Hotels Packages by Heritage Hotels Association of India

(d) & (e) No, Sir. The tourist traffic registered a positive growth of 5.2% during 1999 over 1998 as against the negative growth of 0.7% in 1998 over 1997. In the first three months of the year 2000, tourist traffic growth of 4.1% has also been registered as against 1999.